



From Heart to Home Christine Espinoza sells community values

Residential real estate is not just a passion, it's in the bloodline! After graduating from college, Christine got her real estate license and began working with her father, selling a couple hundred homes in the first few years of being in the business. Her experience is extensive to say the least.

"My father, Charlie Stidham, began his real estate career before I was born and has been a broker/owner/trainer for over 40 years. I used to sit open houses with him in high school and worked in his offices over the summer when I was in college. After graduating from the University of Arizona and doing multiple internships in different fields, it became clear to me I wanted to be in the real estate business and had the perfect mentor...my dad!"

Espinoza has earned numerous real estate designations over the years including her "MCNE" designation (Master Certified Negotiation Expert). This comprised over 30 hours of negotiation training, which in her opinion is one of the

most important skills a real estate agent should possess. "I studied marketing and business in college and take a unique approach to marketing my listings. I utilize PR, Social Media and hands on networking to promote those listings. I also use video to market the listings and showcase the neighborhood where I specialize, McDowell Mountain Ranch," said Espinoza.

"Building relationships one home at a time" is my motto. I truly enjoy getting to know my clients, and being their resource for all types of referrals long after the sale or purchase of their new home," explains Espinoza.

In addition to selling real estate, Espinoza takes time to give back in a big way. "I started a non-profit women's group in 2012 called Platform Scottsdale. We host events throughout the year connecting women and supporting various local charities. I am on neighborhood committee that plans community activities and sponsor many of those events. My sons and I set up collection stations throughout the year

for items such as sneakers, hygiene items and canned goods that are needed by the charities I support. Helping others is a passion of mine, whether it's volunteering with the homeless or helping a friend's business to grow. I believe wholeheartedly the more you GIVE, it comes back to you 10-fold."

2018 is bringing big things for Espinoza. "In regard to real estate, I am focusing my time and efforts in North Scottsdale and more specifically in my community of McDowell Mountain Ranch. I'm partnering with a local agent in the neighborhood to combine our resources to offer our clients the best possible service, referral network and "off market property" opportunities. My women's group, Platform Scottsdale, is going to host our first Trunk Show this year to promote local businesses owned by women to showcase their unique products."

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